

# Development Committee Meeting Minutes

November 13, 2012

**Present voting members:** Evelyn Bless, Nancy Manning, Jim DeMauro, John Miley, Libbie Jae, Barbara Shepard

**Also present:** Todd Dunkle, Adrienne Hutelmyer, Paul Berg, Sandra Harrington, Patricia Keeley

**Absent voting members:** Nancy Stearns, Tom Aderhold, Bob Kerns

**Chair:** Evelyn; **Minutes:** Nancy M.

Meeting was called to order at 3:05 PM.

Jim DeMauro, the newest committee member, was introduced.

**Adoption of Minutes:** September and October. Libbie moved to accept the minutes as written. Seconded by John Miley. Motion passed unanimously.

**Piano Fund – Todd** We just received the 24<sup>th</sup> donation and have several more pledges. A letter will go out to members and targeted non-member attendees soon, an end of the year “push” for support. Evelyn suggested that a Board member write a personal thank you note to every donor for this and other donations. She will write notes to each Piano Fund donor. She also reminded the committee members to consider referring names of potential donors to Paul/Todd to contact.

**Golf Tournament – Todd** So far we have about 4 foursomes, and several sponsors are coming in. Jennifer Fritch has been out promoting it. We as a committee need to be looking ahead to next year. Should we use a different form of big fundraiser – something that our membership would feel is more “relatable” than a sporting event? Next month this committee should begin consideration of 2013’s signature fund-raising event.

**2013 Budget – Paul** handed out the second draft of the budget as related to development only. Instead of a zero-based balance at year-end, this time we project a \$40,000 balance. He explained various line items to the committee.

The Development Committee needs to work on bringing in non-earned income. There was discussion that perhaps each Board member (and each Committee member) needs to commit to bringing in some amount of non-program money next year. This paradigm shift will need time to become fully implemented – the amount could be increased incrementally year by year.

Jim said that the FMoPA Board Members’ commitment when he began serving on their Board was \$750, but gradually increased to also include \$1250 per year from another source (to be made up out of pocket if they could not raise it).

John moved that the Development Committee recommend to the BOD that each board member bring in \$1000, over and above the current \$250. Libbie seconded the motion and it was

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passed unanimously. Evelyn will give this as an agenda item to Nancy S. for the next BOD meeting.

Next month we will consider a similar commitment for Development Committee members.

**Grants sub-committee – Jim** presented a draft proposal for a Development Committee Grants sub-committee. Its purpose would be to seek and obtain appropriate grant funding for the CCC. We would put out a targeted request for volunteers with relevant experience and skills. He is willing to help set this up.

Libbie moved that Jim begin work on setting up this sub-committee. John seconded the motion and it passed unanimously.

**Targeted Marketing Sub-committee – Jim** presented a draft proposal for a Targeted Marketing sub-committee. Its purpose would be to add a layer of aggressive, targeted marketing for selected CCC events, in addition to existing marketing, and to increase the visibility of the CCC and its events in the Tampa Bay area.

Paul noted that getting the right people involved would be key. Teams of people would be great. Todd added that all must be in good taste, and in keeping with the CCC. This proposal will be presented to the Programs and Events Committee.

As we didn't have time to cover the last agenda item, annual Committee goals, Evelyn asked us to think about it for discussion next month.

The meeting was adjourned at 5:00.

The next meeting will be held Tuesday, December 11, at 3:00.